

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|--|-------------------------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Creative Resources, LLC | | 08/26/2009 | LIMITED LIABILITY COMPANY: COLORADO |
| RECEIVING PARTY DATA | | | |
| Name: | Naked TM, LLC | | |
| Street Address: | 245 Pages Creek Drive | | |
| City: | Wilmington | | |
| State/Country: | NORTH CAROLINA | | |
| Postal Code: | 28411 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: FLORIDA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3325577 | NAKED | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (202)955-5564 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 2024192405 | | |
| Email: | anthony.masiello@hkllaw.com | | |
| Correspondent Name: | Anthony R. Masiello | | |
| Address Line 1: | 2099 Pennsylvania Avenue, N.W. | | |
| Address Line 2: | Holland & Knight LLP | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20006 | | |
| NAME OF SUBMITTER: | Anthony R. Masiello | | |
| Signature: | /anthony masiello/ | | |
| Date: | 10/01/2009 | | |

OP \$40.00 3325577

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

Whereas, Creative Resources, LLC, a Colorado limited liability company (“*Assignor*”) is the owner of certain trademarks, including without limitation, those registered, pending, and published trademarks and those trademark applications on appeal, as set forth on Annex A attached hereto (collectively the “*Marks*”); and

Whereas, NAKED TM, LLC, a Florida limited liability company (“*Assignee*”), wishes to acquire the entire right, title, and interest in and to the Marks, including all goodwill of the business connected with the use of the Marks and symbolized by the Marks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Marks, together with the goodwill of Assignor's business connected with the use of the Marks and symbolized by the Marks along with the right to sue and recover for past infringements thereof, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

This assignment shall bind the Assignor and all others acting by, through or with them or under their direction or control, and all those in privity therewith; and shall inure to the benefit of Assignee, its successors and assigns.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment of Trademarks to be duly executed and delivered as of August 26, 2009.

CREATIVE RESOURCES, LLC

By: 
Jud Ireland, Manager

Acknowledged:

NAKED TM, LLC

By: 
Jud Ireland, Manager

Assignment of Trademarks

**TRADEMARK
REEL: 004071 FRAME: 0557**

ANNEX A

The "Marks"

| <i>Region</i> | <i>Trademark</i> | <i>Number</i> | <i>Status</i> |
|----------------|------------------|---------------|---------------|
| United States | NAKED | 3325577 | Registered |
| Argentina | NAKED | 2211148 | Registered |
| Brazil | NAKED | 828205825 | Published |
| Brazil | NAKED | 828205817 | Published |
| China | NAKED | 6678645 | Pending |
| China | NAKED | 5739314 | Pending |
| European Union | NAKED | RN 004936291 | Registered |
| Hong Kong | NAKED | 300765009 | On Appeal |
| India | NAKED | 01428620 | Pending |
| India | NAKED | 01428619 | Pending |
| Japan | NAKED | 5023434 | Registered |
| Korea | NAKED | 40-0716385 | Registered |
| Mexico | NAKED | 1005968 | Registered |
| Russia | NAKED | 2007702234 | Pending |
| South Africa | NAKED | 2007/01493 | Pending |

Annex A – Assignment of IP Agreement